

Bringing Broadcast to Ohio

An Honors Thesis (HONORS 499)

By

Kent Holmes

Thesis Advisor

Dr. Dominic Caristi

A handwritten signature in black ink, appearing to read "Dom Caristi", with a long horizontal flourish extending to the right.

Ball State University

Muncie, Indiana

May 2014

Expected Date of Graduation:

May 2014

Abstract:

As an Ohioan attending Ball State University, I found it common for Indiana high schools to promote broadcast education through student-run television and radio stations. Feeling that Ohio's schools were behind in broadcast education, I saw an opportunity to give back to my hometown while preparing students for success in broadcast. My small hometown of Greenville, Ohio has one public access television station. Owned by the city government, franchised through Time Warner Cable, and given programming control to Greenville High School, GPAT (Greenville Public Access TV) was under equipped and underfunded. I brought broadcast to Greenville through a live television studio and production room that I built.

Acknowledgements:

I would like to thank the following:

- The City of Greenville for allowing me to shape the future of GPAT and for your cooperation.
- Greenville High School's David Peltz, Jon McGreevey, and Robert Warner for their support and excitement for the growth of IMTV
- IMTV Advisor, Lori Hoover, for her love of broadcast education, determination, and perseverance to complete this project
- Mayor Michael Bowers for his efforts in negotiating with Time Warner
- Time Warner for their continued support of public access TV
- Steve Ross of Dayton Access TV for his generous gift of television equipment and technical advice
- Carla Surber, treasurer of Greenville City Schools, for pushing this project's funds through
- The Greenville Schools Foundation for their generous grant
- And lastly, Dr. Dom Caristi for his advice, thoughts, and help throughout this project.

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Timeline of Events:

July 16th, 2013- Contacted Lori Hoover, Interactive Media Television (IMTV) Advisor at Greenville High School, about interest in building a television studio.

November 8th, 2013- Initial proposal for television studio is presented to the GPAT advisory board.

December 18th, 2013- Greenville Schools Foundation Grant for the building materials of the studio set is submitted.

January 16th, 2014- Met with Steve Ross of Dayton Access TV to learn about used television equipment he was selling.

January 30th, 2014- Received the Greenville Schools Foundation Grant to purchase the building materials for the studio set

January 31st, 2014- Proposal for purchase of Dayton Access TV equipment was accepted by Greenville High School's David Peltz and Jon McGreevey.

February 14th, 2014- Sponsorship rates, production rates, and certification process proposals are presented to the GPAT Advisory Board.

February 17th, 2014- Equipment picked up from Dayton Access TV, and dropped off at Greenville High School.

February 24th, 2014- Began setting up equipment, and wiring the station.

February 25th, 2014- Had initial meeting with Mayor Bowers in regard to moving GPAT from the city building to the high school.

March 3rd, 2014- Press release for studio shown in darkecountynews.com and the Early Bird.

March 4th, 2014- Spoke on WTGR 97.5FM about this project during the "Community Ties" program.

April 11th, 2014- Met with Mayor Bowers and Mike Gray, Gov. Liaison for Time Warner Cable, about moving GPAT to the high school.

April 22nd, 2014- Studio Set Complete

April 24th, 2014- Production Room Complete

Planning Process/Background:

Building a television studio and set would be an uphill battle. I knew this from the start. What I did not plan for was the steepness of the hill. Comparing the initial plan to the final product, there is a small resemblance. I built a green screen, a studio set, and a production room. However, how I got to the final results was nowhere near my initial plans.

The idea to build a television studio came to me in the summer of 2013 while I served as a sales intern at WISH-TV, a CBS affiliate in Indianapolis. Speaking with Ball State TCOM students, I found that a majority of Indiana residents graduated from a high school containing a broadcast education course through a student run radio or television station. I wished our local high school had a program similar to theirs; this is where my project stemmed from.

My hometown of Greenville, Ohio is a small rural town of 12,000. Placed twelve miles from the Indiana border, our nearest city is Dayton, forty miles south of us. Greenville has had one public access television station since the early 1990s. Created and currently franchised by Time Warner Cable, GPAT is housed in the city government building. The station had an honorable start in the '90s with fantastic local programming, a plethora of volunteers, and a promise for sustainability. Sadly, like most public access television stations, the franchises began to cut back on funding, leaving tight-budgeted city governments to pay the station's bills. In 2008, Ohio Senate passed SB117 which gave franchise control to the State Department of Commerce. This bill told cable providers that they must give "shelf-space" for public access channels, but do not need to give any funding. With this law, Time Warner had no reason to give GPAT any more funding. Before this project, GPAT only had one HD camera, two cameras from the 1980s, and one SD-Video server. If members of the community wanted to produce a show, they would also have to fight over one camera.

GPAT has always struggled with finding volunteers to manage the programming aspects of the station. Since 2012, the students of Greenville High School's Interactive Media Television have taken programming control of GPAT, but have no capabilities to create live programming. Led under advisor, Lori Hoover, the students manage the bulletin board and local programming aspects of the station.

The initial plan was to do the following: fundraise enough money through grants and charitable giving to purchase new equipment and a studio, build the television studio and set, train the students to produce live shows, and create a system of sponsorships and station memberships to keep the station financially sustainable. During this time, I hoped to work with

Time Warner to bring the transmitter for GPAT to the high school, allowing for live television from the newly built studio.

Just as the world of media changes rapidly, so did my plans. Winning the Greenville Schools Foundation Grant took away the burden of raising money for the studio set. A stroke of luck and generosity from Dayton Access TV allowed us to purchase all our television equipment with school funds. Now we no longer needed to fundraise the money or hope on receiving grants. Our attention now turned toward building a production room, studio set, and working with Time Warner to move GPAT. More changes occurred when we ran into a bureaucratic slow-down causing a major delay in receiving needed studio equipment. The high school also passed a levy, bringing future renovations to the school. These renovations brought questions of future-connectivity, which ultimately slowed us down. At the same time, news of Comcast attempting to purchase Time-Warner delayed our cooperation with our cable provider.

Three weeks from graduation, a studio sitting in pieces, and still no communication from Time Warner Cable, I had to change my plans dramatically. The studio set and production room would be completed, and talks with Time Warner would begin, but training students and connecting the studio live to GPAT would have to be moved to post-graduation.

Greenville Schools Foundation Fund Grant Program

GOAL

The goal of the Greenville Schools Foundation Fund is to promote the programs and activities of Greenville Schools through donations and gifts in support of the following.

Academic excellence
Fine and performing arts
General
Alumni Association

Long-Range planning
Fundraising
Management of Assets

ELIGIBILITY

Those eligible to apply for funds are staff members, students, or volunteers of the Greenville City School District. The following should be considered when submitting your application:

- 1. Number of students affected:** Cooperative efforts between or among classrooms, grade levels, or buildings that serve the greatest number of children are encouraged.
 - 2. Amount of request:** Grants, regardless of amount (large or small), will be evaluated commensurate with their total district value to students. A partial funding request of a larger project is acceptable.
 - 3. Applicant's Commitment:** Consideration will be given to the continuance of existing projects and prior investments in time or money. Matching funds from other sources will also be a factor.
 - 4. Effect grant will have on district report card.**
 - 5. Grant's promotion of academic excellence, fine and performing arts, or general enrichment programs will be considered.**
 - 6. Technology projects must be reviewed by the technology committee prior to submission.**
-

APPLICATION FLOW AND TIMELINE

A Grant Application Form should be filled out and submitted to:

Grant Committee
Greenville Schools Foundation Fund
St. Clair Memorial Hall
215 West Fourth Street
Greenville, Ohio 45331

Applications must be received no later than **December 20, 2013** to be considered for funding. A Grant Review Committee, as established by the Foundation, will review all applications to determine funding. Grants will be awarded on or before **March 1, 2014**, and all applicants will be promptly notified of the results. It is understood that some grants will be implemented the following school year.

FINAL REPORT

Grant recipients are required to prepare a brief report on the use of their funds. This report must be filed with the Grants Committee Chairperson prior to the last day of school or at the conclusion of the project.

GRANT APPLICATION FORM

Please complete the information below and submit it to: GRANT COMMITTEE, Greenville Schools Foundation Fund, St. Clair Memorial Hall, 215 West Fourth Street, Greenville, Ohio 45331. Additional information may be attached to this application if necessary. All applications should be submitted no later than **December 20, 2013**.

Name of Applicant(s): Lori Hoover
December 2013

Date: 18

Kent Holmes

Affiliation: Staff Member: Lori Hoover Other: Kent Holmes, Alumni 2011

Building(s): Greenville High School

Department(s)/Grade Level(s): Interactive Media Television, Grades 9-12

Home Telephone Number: 937.423.0783

Proposal Title: (For identification purposes)
The Immersive Studio Experience

Statement of Need: (Why is there a special need for this grant?)

While Interactive Media Television has taken programming control of Greenville's Public Access Television Channel 5, the classroom lacks a studio and green screen to give students a real world experience in an immersive learning classroom.

Has this project been implemented in the past? Yes ___ No **X**
If yes, please explain.

Description of grant: (Capsulated description of proposal)

This grant would give the funds needed to purchase the building materials to create a 16'X12' permanent green screen, and a 16'X12' permanent news studio set that will be housed at Greenville High School.

Objectives: (Purpose(s) to be achieved by this grant)

This grant will give students the opportunity to gain real world skill sets while producing live news shows and creating multimedia productions. These shows would be broadcasted to GHS and GJHS for local news. This studio would be shared with Greenville Public Access to allow Greenville citizens the opportunity to produce local programming regarding community issues.

Procedures: (Chronological listing of major steps)

-
1. February 28th- Have all materials purchased to create green screen and studio set.
 2. March 3rd- Begin Construction on green screen.
 3. March 14th- Complete green screen.
 4. March 17th- Begin Construction of studio set
 5. March 21st- Complete studio set
 6. March 28th- Broadcast first IMTV live newscast
-

What would be needed annually to continue grant?

None

Timetable: We would need funds by February 21st.

Approximate number of students to be served:

This Year 30 **Future Years** at least 30 every year

For approximately how many years? For the unseen future

How does this grant affect the district report card?

This grant would affect the “Prepared for Success” segment of the district report card by giving students real world skills applicable for 4-year and technical colleges.

Budget: (An itemized breakdown of the known or estimated costs)

-
1. 15- 2x4x12 Dimensional Lumber- \$4.29 each/ \$64.35 total
 2. 20- 2x4x96 Stud Lumber- \$2.52 each/ \$50.40 total
 3. 4- 2x4x16 Dimensional Lumber- \$6.98 each/ \$34.90 total
 4. 12- 4x8 Drywall Panel- \$6.25 each/ \$75 total
 5. 4- 4x8 Plywood Panel- \$14.87 each/ \$59.48 total
 6. 2- 4x8 OSB Panel- \$8.95 each/ \$17.90 total
 7. 6- 2.5x3 Acrylic Sheet- \$19.98 each/ \$119.98 total
 8. 3- 10inx10ft Aluminum Flashing- \$6.98 each/ \$20.04 total
 9. 4- 25ft String Lights- \$7.64 each/ \$30.56 total
 10. 25-lb Plaster of Paris- \$10.98
 11. 3-lb Zinc Phillips Wood Screw- \$19.41
 12. 1 Gallon Green Chroma Key Paint- \$69.95
- Total: \$580.23
-

Please list other anticipated funding for this grant.

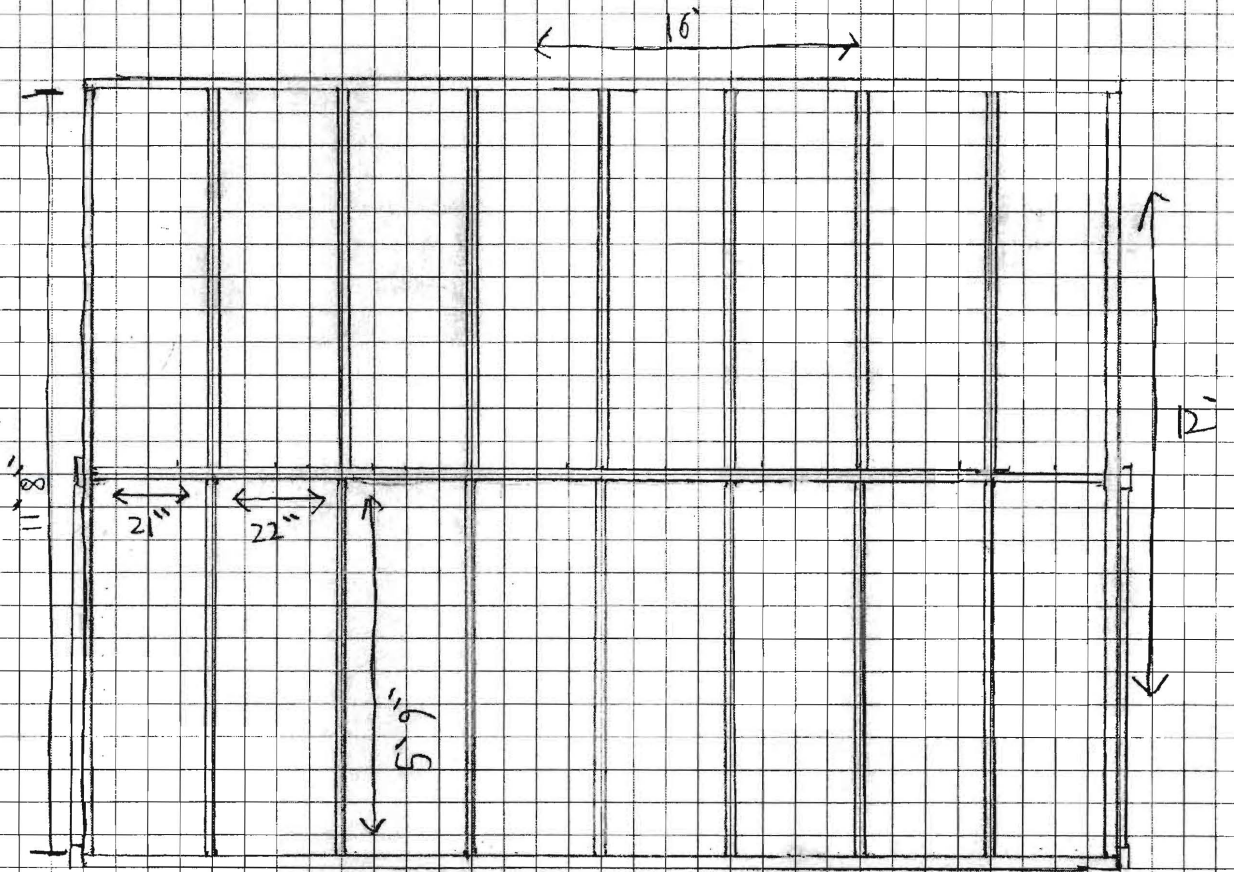
None

Is your project contingent upon this request plus additional funds? If yes, please explain.

No

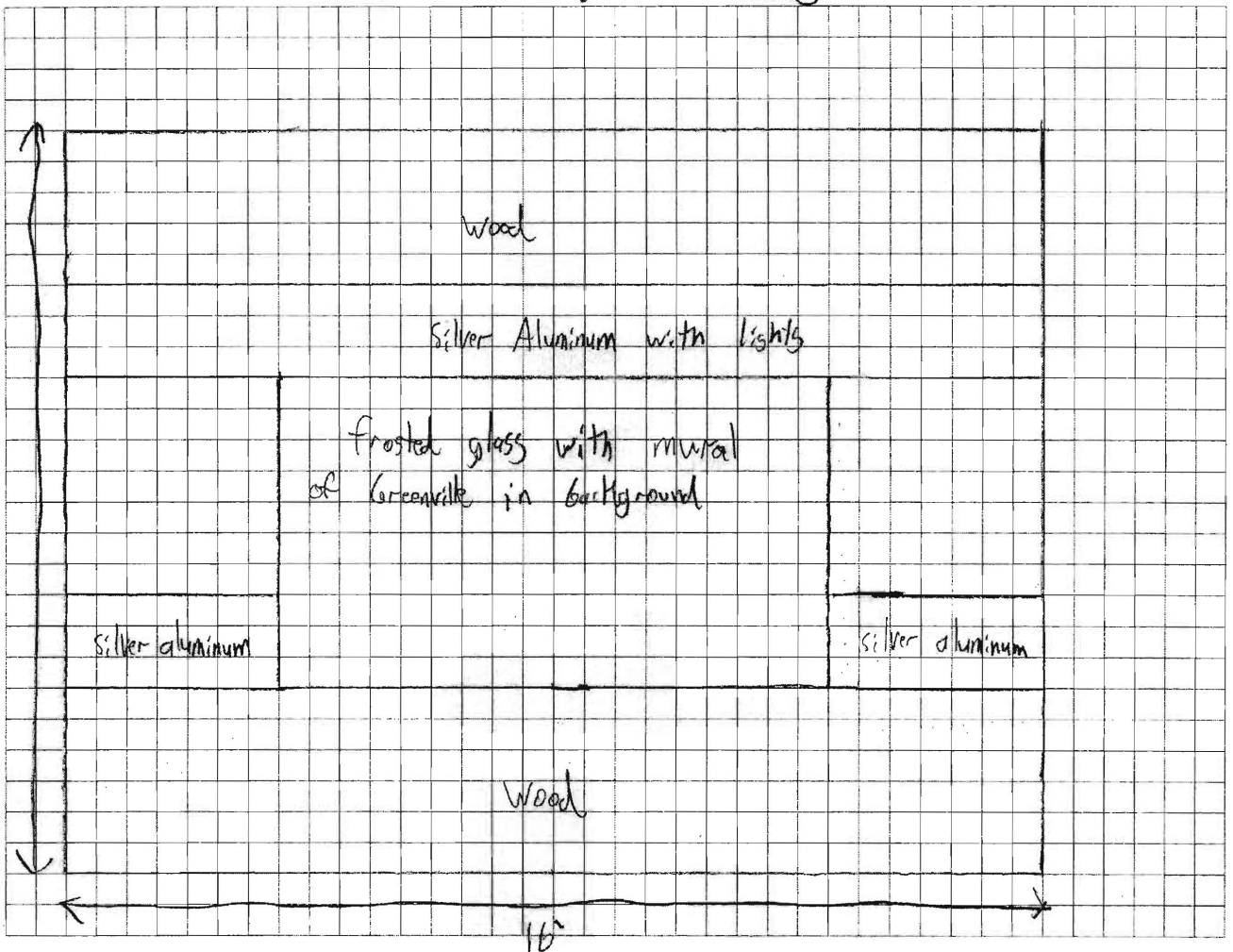
Please supply any other information that might be helpful.

Green Screen Frame

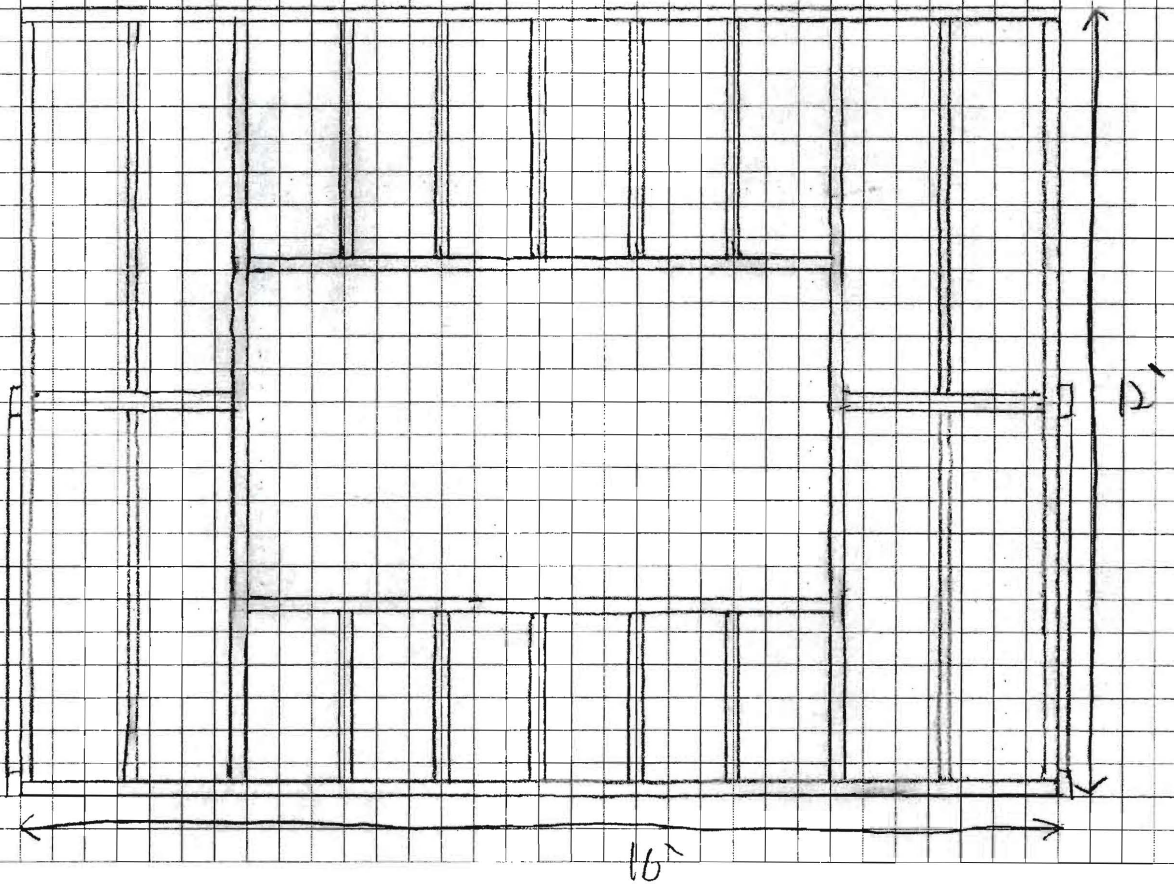


Scale $\square 16''$

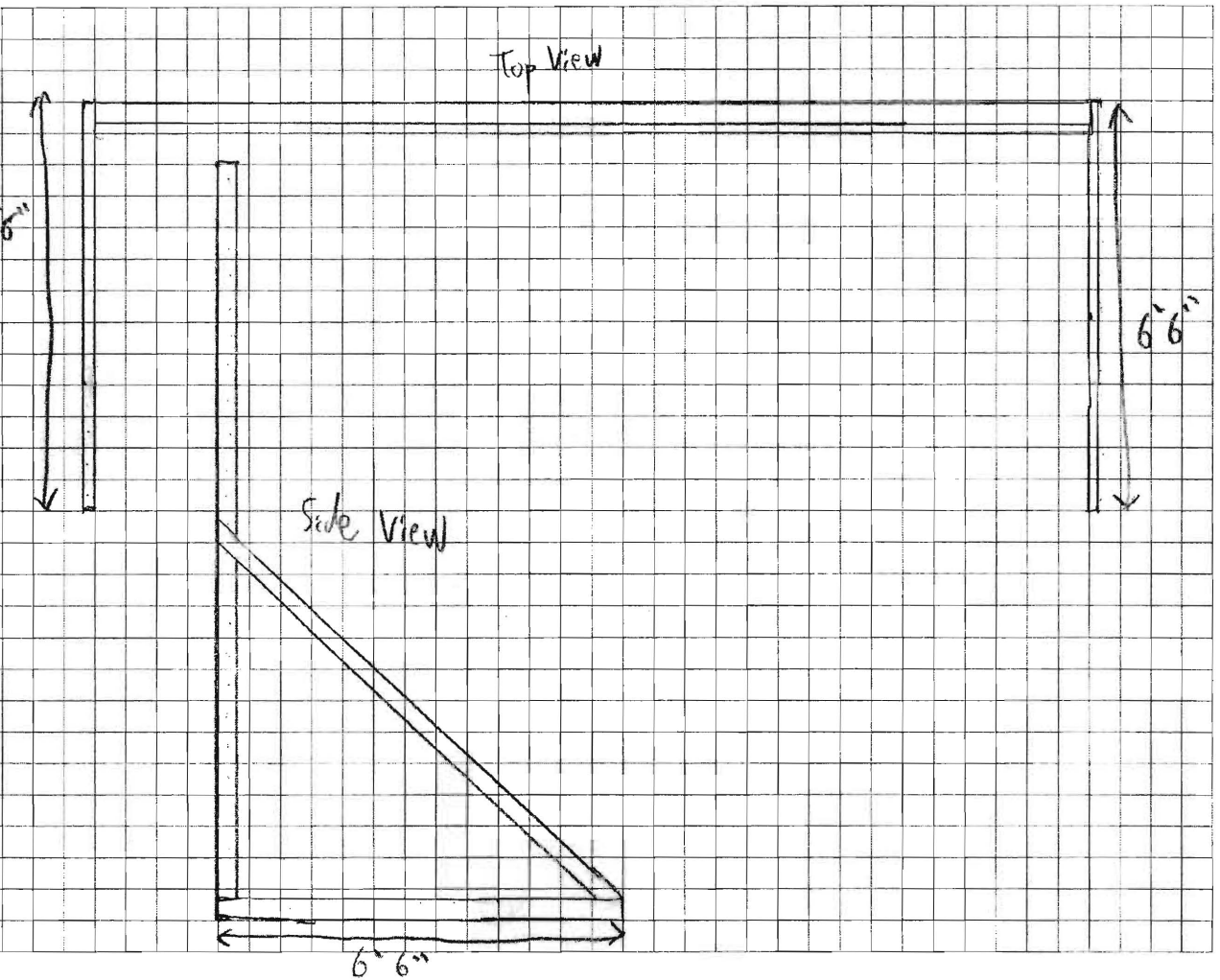
Studio set facade



Frame for Studio Set



Green Screen and Studio Set Side










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Products in Cart	Select a Delivery Method	Quantity	Unit Price	Total
 <p>Top Choice 2 x 4 x 12 #2 Kiln-Dried Whitewood S4S Dimensional Lumber Item #:28349 Model #:L28349</p>	<p>Store Pickup Your item is available for pickup today.</p> <p>Lowe's Truck Delivery You'll be contacted within 24 hours to arrange your delivery.</p> <p>Parcel Shipping Unavailable for This Order Sent by carriers like UPS, FedEx, USPS, etc.</p>		\$4.29	\$64.35
 <p>2 x 4 x 96 Kiln-Dried Whitewood Stud Item #:6005 Model #:6005</p>	<p>Store Pickup Your item is available for pickup today.</p> <p>Lowe's Truck Delivery You'll be contacted within 24 hours to arrange your delivery.</p> <p>Parcel Shipping Unavailable for This Order Sent by carriers like UPS, FedEx, USPS, etc.</p>		\$2.52	\$50.40
 <p>Top Choice 2 x 4 x 16 #2 Kiln-Dried Whitewood S4S Dimensional Lumber Item #:29003 Model #:L29003</p>	<p>Store Pickup Your item is available for pickup today.</p> <p>Lowe's Truck Delivery You'll be contacted within 24 hours to arrange your delivery.</p> <p>Parcel Shipping Unavailable for This Order Sent by carriers like UPS, FedEx, USPS, etc.</p>		\$8.98	\$34.90
 <p>Lafarge Gypsum 1/2-in x 4-ft x</p>	<p>Store Pickup</p>		\$5.95	\$75.00

	8-ft Fire Resistant Drywall Panel Item #:358129 Model #:1248LLT080000	Store Pickup Your item is available for pickup today.	\$0.00	\$73.00
		Lowe's Truck Delivery You'll be contacted within 24 hours to arrange your delivery.		
		Parcel Shipping Unavailable for This Order Sent by carriers like UPS, FedEx, USPS, etc.		
	Plytanium 3/8 x 4 x 8 Pine Sheathing Plywood Item #:12246 Model #:NA	Store Pickup Your item is available for pickup today.	\$14.87	\$59.48
		Lowe's Truck Delivery You'll be contacted within 24 hours to arrange your delivery.		
		Parcel Shipping Unavailable for This Order Sent by carriers like UPS, FedEx, USPS, etc.		
	7/16 x 4 x 8 OSB Sheathing Item #:12212 Model #:NA	Store Pickup Your item is available for pickup today.	\$8.95	\$17.90
		Lowe's Truck Delivery You'll be contacted within 24 hours to arrange your delivery.		
		Parcel Shipping Unavailable for This Order Sent by carriers like UPS, FedEx, USPS, etc.		
	Gardner Glass Products 12-in x 16-in Replacement Glass Item #:20773 Model #:11216	Store Pickup Your item is available for pickup today.	\$3.69	\$7.38
		Lowe's Truck Delivery You'll be contacted within 24 hours to arrange your delivery.		
		Parcel Shipping Unavailable for This Order Sent by carriers like UPS, FedEx, USPS, etc.		
OPTIX 2-ft 6-in x 3-ft Clear		Store Pickup	\$10.00	\$10.00

	Acrylic Sheet Item #:11233 Model #:11G0188A	Store Pickup Your item is available for pickup today.	\$12.30	\$112.00
		Lowe's Truck Delivery You'll be contacted within 24 hours to arrange your delivery.		
		Parcel Shipping Your item will be ready for shipping by 12/13/2013. Sent by carriers like UPS, FedEx, USPS, etc.		
	Amerimax 10-in x 10-ft Aluminum Flashing Item #:12542 Model #:69610	Store Pickup Your item is available for pickup today.	\$6.68	\$20.04
		Lowe's Truck Delivery You'll be contacted within 24 hours to arrange your delivery.		
		Parcel Shipping Your item will be ready for shipping by 12/13/2013. Sent by carriers like UPS, FedEx, USPS, etc.		
	Holiday Living 25-Count Incandescent C9 Clear Christmas String Lights Item #:99506 Model #:W11C0007	Store Pickup Your item is available for pickup today.	\$7.64 Was \$8.49 (Save 10% thru 12/27/2013)	\$30.56
		Lowe's Truck Delivery You'll be contacted within 24 hours to arrange your delivery.		
		Parcel Shipping Unavailable for This Order Sent by carriers like UPS, FedEx, USPS, etc.		
	DAP 25-lb Plaster of Paris Item #:41324 Model #:10313	Store Pickup Your item is available for pickup today.	\$10.98	\$10.98
		Lowe's Truck Delivery You'll be contacted within 24 hours to arrange your delivery.		
		Parcel Shipping Your item will be ready for shipping by 12/13/2013.		

		Sent by carriers like UPS, FedEx, USPS, etc.	
 Grip-Rite 1-lb #8 x 3-in Yellow Zinc Phillips Wood Screw Item #:70427 Model #:3GS1	Parcel Shipping Your item will be ready for shipping by 12/13/2013. Sent by carriers like UPS, FedEx, USPS, etc.	\$6.47	\$19.41
	Store Pickup Unavailable for This Order Your order can be available for pickup as soon as today.		
	Lowe's Truck Delivery Unavailable for This Order Your order can be ready for delivery to you from your selected store.		

Cart Summary

 5% OFF EVERY DAY or 6 months on select items Get Details	Estimate Parcel Shipping Charges 3-7 Business Days FREE	Subtotal	\$510.28
	Promotion Code <input type="text"/>	Estimated Parcel Shipping	FREE
		Estimated Sales Tax	\$35.72
		Estimated Total	\$546.00
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27 Items - \$34,771.21

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Home Professional Video Teleprompters & Chroma Key Chroma Key Solutions Rosco 150057110128

Item 1 of 2

rosco

Q ZOOM

Rosco Chroma Key Paint, Green - 1 Gallon (3.8 L)

B&H # ROS711G1 Mfr # 150057110128

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Color	Chroma Key Green
Finish	Matte
Solvent	Water
Binder Type	Vinyl acrylic
Film Thickness	2 mil dry film
Coverage	~300 sq ft per gallon
Packaging	1 Gallon (3.8 L)

Essential Accessories**Related Accessories**[Show more >](#)**General Brand - Disposable Nitrile Gloves**
(100 Gloves, Large)
Price: \$13.95**System Extensions**[Show more >](#)**Rosco - Brush - Iddings - 3"**
Price: \$49.95

Usually ships in 3-7 business days

Receiving the Equipment:

We received our equipment through a lucky break. In January, I needed help finding a contact for Time Warner Cable. After calling some neighboring public access stations, I reached out to Steve Ross at Dayton Access Television. After giving me the name of Mike Gray at Time Warner Cable, he invited me to stop by his studios and discuss my project.

When I arrived at the DATV studios, he showed me a room full of equipment he was hoping to sell urgently. He recently stripped an old production van, sold the van, purchased a new van, and fitted it with new HD equipment. He was left with all the equipment from the production van. It was older and standard video, but he wanted an extremely reasonable price. Everything needed to produce live video would be included in the package, it was a perfect deal.

I took plenty of pictures and relayed this opportunity to Lori Hoover and the GPAT advisory board. They showed immediate excitement for this purchase. A complete production room with cameras for \$10,000 was the deal of the century. High school officials David Peltz and Jon McGreevey agreed, and offered to pay DATV for the equipment that same week.

The next week we loaded the truck, brought it back to Greenville, and began to rack-and-wire the production room.

Initial Development Plan Proposal presented to the GPAT Advisory Board

JANUARY 31ST, 2014

KENT HOLMES

DEVELOPMENT PLAN



PROJECT MISSION STATEMENT

To help further the immersive education of IMTV and improve the quality of Channel 5 Wave programming through the acquisition of television broadcast equipment, studio expansion, and broadcasting capabilities, all leading to the final goal of a financially self-sufficient live broadcast program.



GOALS

1. Build a permanent studio/greenscreen/production room
2. Acquire and purchase new equipment
3. Produce live broadcasts from the studio
4. Fundraise/Sell Sponsorships/Grants to stay financially positive



REASONING

1. A public studio for ALL, allowing public affair programming
2. Create immersive learning program for IMTV
3. Revenue stream for IMTV/Wave Channel 5
4. Recruiting tool for students
5. Resource for emergency notification



BUDGET

Studio Equipment-

Option 1

All New HD- \$43,000

Option 2

Half Used SD- \$10,000



BUDGET

All New- \$43,000



Allen & Heath ZED60-14FX Live and Studio Mixer with Digital FX and USB Port

BSN #ALZED14FX • REV #AH-ZED60-14FX

USUALLY SHIPS IN 7-14 BUSINESS DAYS

Qty: 1

Square Trade Protection Plan: 2 Year Onsite & Spills: \$67.00
3 Year Onsite & Spills: \$82.95

You Pay: **\$ 449.00**

Item Total: **\$449.00**



RCA DETG215R 22" Class LED Full HDTV

BSN #RCDTG215R • REV #DETG215R

Square Trade Protection Plan: 2 Year Protection Plan: \$26.99
4 Year Protection Plan: \$34.99

Qty: 4

You Pay: **\$ 171.82**

Item Total: **\$687.28**



BUDGET

All New- \$43,000



ASUS VS197D-P 18.5" LED Monitor

BSN #ASVS197D-P • REV #VS197D-P

Square Trade Protection Plan: 2 Year Protection Plan: \$4.99
3 Year Protection Plan: \$12.99

Qty: 3

You Pay: **\$ 89.99**

Item Total: **\$269.65**



ASUS M11AD-US007S Desktop Computer

BSN #ASMI1AD007S • REV #M11AD-US007S

Square Trade Protection Plan: 2 Year Onsite & Spills: \$79.99
3 Year Onsite & Spills: \$99.99

Qty: 3

You Pay: **\$ 397.99**

Item Total: **\$397.90**



DataVideo PCR-100SDI Character Generator Rack-Mount Computer System

BSN #DAPCR100SDI • REV #PCR-100SDI

CONTACT YOUR SALES REPRESENTATIVE

Qty: 1

You Pay: **\$ 3,999.00**

Item Total: **\$3,999.00**



BUDGET

All New- \$43,000



Miller 30 Studio Pedestal - Supports 30.8 lbs

SKU: AM5730 • 10y • 4.7/5

USUALLY SHIPS IN 7-10 BUSINESS DAYS

Qty: 2

Unit Price: \$ 1,275.00

Item Total: \$2,550.00



Sony MB-X2 Modular Rack for Six WRU-806A and URX-M1 LHP Tuner Modules

SKU: PTCMBX2 • 10y • 4/5.0

PGC Customer Best

Source: Trade Protection Plan

2 Year Drop & Spills: \$97.99

3 Year Drop & Spills: \$123.99

Qty: 3

Unit Price: \$ 599.00

Item Total: \$1,797.00



Sony UWP-V1 Wireless Lavalier Microphone Package (3852 - 566 to 590MHz)

SKU: K30L007V1001 • 10y • 4.9/5.0 (30/3)

PGC Customer Best

Qty: 4

Unit Price: \$ 499.00

Item Total: \$1,996.00



BUDGET

All New- \$43,000

1/16/2014

B&B Shipping Co. / B&B Photo Video



ColorCraze Professional Teleprompter Kit with 10.2" LCD Monitor

SKU: PCCPTL2010 • 10y • 4.5/5.0

Source: Trade Protection Plan

2 Year Drop & Spills: \$97.99

3 Year Drop & Spills: \$123.99

Qty: 2

Unit Price: \$ 699.00

Item Total: \$1,398.00



DataVideo SE-2800-S Studio Switcher KR

SKU: PDS2800S • 10y • 4.5/5.0 (1/1)

USUALLY SHIPS IN 7-10 BUSINESS DAYS

Source: Trade Protection Plan

2 Year Protection Plan: \$249.00

3 Year Protection Plan: \$299.00

Qty: 1

Unit Price: \$ 11,100.00

Item Total: \$11,100.00



Mandrotto 504HD Fluid Video Head

SKU: AM504HD • 10y • 4.5/5.0

1.00

3.00

Qty: 2

Unit Price: \$ 425.00

Item Total: \$850.00



BUDGET

All New- \$43,000

	Dot Line DC-55 LCD 5" Camera Monitor with Accessories S/N: #D00LDC50 + RM: #00LDC50 USUALLY SHIPS IN 1-2 BUSINESS DAYS	Qty: 2	Price Each: \$ 225.00
	(Optional Trade Protection Plan: 2 Year Drops & Swaps: \$ 59.00 3 Year Drops & Swaps: \$ 89.00)		Item Total: \$ 450.00
	Acabli RMC-SPRO Video Lens Zoom Controller for ENG Camera S/N: #ACSPRO000 + RM: #00AC-SPRO USUALLY SHIPS IN 1-2 BUSINESS DAYS	Qty: 2	Price Each: \$ 125.00
	(Optional Trade Protection Plan: 2 Year Drops & Swaps: \$ 29.00 3 Year Drops & Swaps: \$ 59.00)		Item Total: \$ 250.00
	JVC GY-HM790U ProHD ENG / Studio Camera w/Canon 14x Lens S/N: #JGPHM790U + RM: #00JGPHM790U USUALLY SHIPS IN 1-2 BUSINESS DAYS	Qty: 2	Price Each: \$ 8,500.00
	(Optional Trade Protection Plan: 2 Year Drops & Swaps: \$ 219.00 3 Year Drops & Swaps: \$ 399.00)		Item Total: \$ 17,000.00



BUDGET

Half New- \$10,000

DATV- \$6,000

New- \$4,000



BUDGET

Half New- \$10,000

DATV- \$6,000



Channel 5
WAVE

BUDGET

Half New- \$10,000

DATV- \$6,000



Channel 5
WAVE

BUDGET

Half New- \$10,000

DATV- \$6,000



Channel 5
WAVE



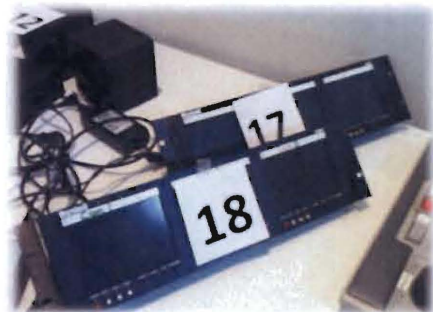
BUDGET

Half New- \$10,000

DATV- \$6,000



Channel 5
WAVE



BUDGET

Half New- \$10,000

DATV- \$6,000



Channel 5
WAVE

BUDGET

Half New- \$10,000

New- \$4,000

	Blackmagic Design DeckLink SDI PCI Express Capture Card	Qty	
	BML 4000SDI + 1000 VSDA3301		You Pay \$ 285.25
	Squire Trade Protection Plan: 2 Year Protection Plan \$29.99		
	3 Year Protection Plan: \$39.99		Items Total \$285.25
	Deyan Automation Systems OnScreen		
	BML 4000SDI + 1000 PONGSCREEN		You Pay \$ 279.95
	ELECTRONIC DOWNLOAD		Items Total \$279.95
	Davis & Sanford W4DX Deluxe Dolly		
		Qty 1	You Pay \$ 135.98
			Items Total \$419.94



Channel 5
WAVE

BUDGET

Half New- \$10,000

New- \$4,000

	Sony MB-X6 Modular Rack for Six WRU-806A and URX-M1 UHF Tuner Modules	Qty: 1
	SKU: #50MBX6 • MSRP: \$169.99	
	FCC Compliance	
	Square Trade Protection Plan:	
	2 Year Drops & Spills: \$97.99	You Pay: \$ 97.99
	3 Year Drops & Spills: \$133.99	
		Item Total: \$699.00
	Sony UWP-V1 Wireless Lavalier Microphone Package (30/32 - 506 to 590MHz)	Qty: 4
	SKU: #50UWPV1 • MSRP: \$249.99	
	FCC Compliance	
	Square Trade Protection Plan:	
	2 Year Drops & Spills: \$72.99	You Pay: \$ 499.00
	3 Year Drops & Spills: \$131.99	
		Item Total: \$1,996.00



Channel 5
WAVE

FUNDING

Funding through IMTV's Fund

1. Monies from Career Tech Center
2. Monies from GPAT
3. Monies from Pledges
4. Monies from Corporate Sponsors



Channel 5
WAVE

HOUSING OPTIONS

Option 1- Upstream to City Building

- Use Modulator and De-Mod in CO-AX Cable
- Should be free from Time Warner
- Needs someone to manually switch at City Building

Option 2- Move GPAT to GHS

- Just need Time Warner connection (Can Mod and De-Mod)
- Should be able to use Fiber
- Will allow easier access to switcher and programming



Press Releases:

The initial plan for this project called for fundraising from grants, corporate sponsors, and community donations. I needed to draft a press release to inform the public of our project, excite the community about the possibility of having their own shows, and inform the public that we are looking for financial funding.

We released our press release, but not without some major changes. With a recent levy passing, the schools did not want us asking the public for more fundraising. We would be allowed to mention the possibility of programming sponsorships, but they wanted us to focus on the benefits of having a studio that the community can use.

A day after the press release appeared in the local news I spoke on WTGR 97.5, a local country radio station, about the project I was undertaking. For a half hour we discussed the process of the project, reasons behind the project, and the benefits the local community will receive from a live TV studio.

The article we wrote ran on CountyNewsOnline.org (the prominent online news source for our county) and the Early Bird (a weekly county newspaper). Below is the article from CountyNewsOnline.org



Kent Holmes, 2011 GHS graduate and an unidentified GHS Multi-Media student begin work on a television studio for live broadcasts and use by the community.

Wave Channel 5

Bringing Broadcast to Greenville

Soon you, your neighbor, or anyone in Greenville will have the opportunity to be on television thanks to Greenville High School's "Interactive Media Television" and the gracious support of the Career Tech Center. Coming soon, Greenville Public Access TV will have a working television studio.

"We have the channel, we have the talent, we have ability, but we didn't have the studio. It is with the studio that we pump the blood into the lifeline of bringing the community together through the medium of television" said Kent Holmes, a GHS 2011 graduate who is helping complete this project.

Kicking off last month, GHS's Interactive Media Television has been taking on a task for the good of the community: building a full-service television studio. A studio that can be used by anyone in the community to create their own television programming to be aired on Greenville Public Access TV, Wave Channel 5.

The goal of any public access TV station is to not just inform the public about community events, but to educate the public through local programs, debates, interviews, and government meetings. It allows you to be involved in the community without leaving your couch!

GHS's "Interactive Media Television", an immersive multimedia classroom, has taken programming control of GPAT (Greenville Public Access Television) for over a year. Run mainly by students, GPAT has adopted the nickname "Wave Channel 5", and has created local programming such as high school sporting events and city council meetings.

"A green screen, a studio wall, cameras, lights, production equipment, and an infinite amount of ideas. This studio is your canvas. We will teach you how to hold the brush, and you become the artist," Holmes said.

The studio is being built in Greenville High School and those wanting to have their own show will have to reserve a time. Students in the Interactive Media Television program will learn the "ins" and "outs" of the studio, creating local live news programming.

"Nothing beats creating live television. The excitement, the jitters, the fast-paced environment. It's the deciding factor for which side of multimedia these kids want to pursue in college," Holmes added.

Kent Holmes, a senior at Ball State University studying Telecommunications Sales and Promotions, decided to use his senior capstone project to give back to his community.

"In the honors college at Ball State, you have to complete an honors thesis project. This is anything you can imagine. Some write musicals, some make studies for a government agency, and some give back to their communities. The only requirement is that it must be tied in with your major. As I began to ponder, it came clear to me that helping IMTV was a perfect fit! Most Indiana high schools offer student run TV and radio stations. Students from Indiana wanting to study communications have an upper hand by having real experience at their high school. I was saddened that Ohio doesn't push immersive learning the same as Indiana. That's when it hit me, I can help Greenville High School create a real immersive learning environment while giving back to the community that helped foster and grow my love of film and television."

Alongside the studio, GPAT Wave Channel 5 is excited to offer opportunities for companies to sponsor programming, weather, and other elements of the station to brand themselves to the community. Prices are available upon request.

For more questions, please contact Kent Holmes at kdholmes@bsu.edu, IMTV advisor Lori Hoover at lhoover@greenville.k12.oh.us, or Director of Greenville Career Tech Center, David Peltz at dpeltz@greenville.k12.oh.us.

Production Room Construction:

While Dayton Access TV supplied us with the equipment we needed, they used it in a mobile production van. We needed to conform their equipment to a permanent studio setting. This meant racking, wiring, and configuring all the equipment. After weeks of cutting custom wires, laying cable through the ceiling, and dozens of trips to Radio Shack, we finally had all our production equipment correctly wired and humming. The studio has a TriCaster Switcher, audio mixing board, two VTRs, eight monitors, three cameras with tally and monitors, a Clear Comm communications system, vector scope, gamma ray, teleprompter, server, and modulator.

: The beginning stages to our production studio.

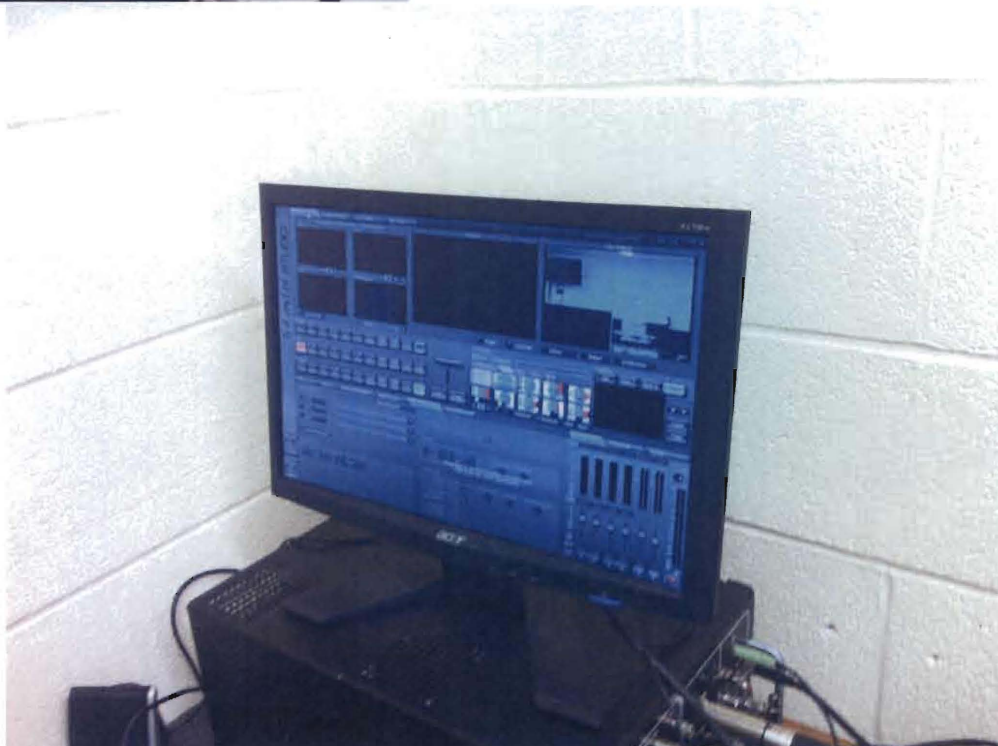


Above: We received three Hitachi cameras with tripod, view finders, and handle controls for zoom and focus.



Left: From top to bottom, the rack includes: A VTR recorder, color corrector, two monitors, a vector and gamma ray monitor, a VTR recorder, a Clear Comm system, a manual switcher, three camera operator units, a modulator, and a video switcher server.

Below: The coveted Tri-Caster Switcher allowed us to have six inputs, stream live, and use virtual green-screen sets.



Constructing the Set:

I constructed the studio set the weekend of April 4-7th. After receiving the needed purchase orders from the school district, I loaded a truck full of lumber, paint, and other building materials. Locking myself in the school for the weekend, I pulled late nights and early mornings to finish the green screen and news set. The next Saturday, April 12th, I created the matching news desk.



The news set (above) and green screen (below) begin to take shape.





Above: The green screen is painted and ready for weather forecasts and virtual sets.

Below: The news set is complete, and the news desk is getting its final touch-ups.





Above: There's not much space between the green screen and the news set, but it makes it an easier job for the cameramen.

Sponsorship Packages:

Initially, we needed to create sponsorship opportunities to raise enough funds to purchase the equipment we needed for this project. However, after receiving a grant and getting used equipment from DATV, the focus of sponsorships turned toward the sustainability of GPAT.

Due to the fact that GPAT does not receive funding from Time Warner Cable and the City of Greenville only pays the minimum amount, we do not have the funds to purchase new equipment or even fix the broken ones. Greenville City Schools could donate to GPAT, but only if it's for school programs. Sponsorships was a great way to brand our loyal viewers to local businesses who wanted to incorporate themselves to the community.

The initial sponsorship proposal presented to the GPAT Advisory Board.



WELCOME

MARKETING OPPORTUNITIES

**Interested in creating top-of-mind awareness to our
loyal viewers on Wave Channel 5?**

As the local Public Access Station, Wave Channel 5 reaches a strong loyal audience wanting to catch up on local sports, weather, and connect to the community!



WHY GPAT?

Local- Reaching Greenville residents with Time Warner Cable, you'll receive a niche following

Loyal- Viewers who want to feel a part of the community with local sports, news, and weather.

Cost effective- A La Carte and Package options to fit any budget.

Community- As a 501©3, your help will be used to help upkeep the studios, and continue to bring local programming.

Powerful- Top of mind awareness to keep you name branded with our viewers.



OPPORTUNITIES

Weather Sponsorship

Music Sponsorship

Community Calendar Sponsorship

GHS Sports Sponsorship

Upcoming Schedule Sponsorship

Local Programming Sponsorship



WEATHER

Weather Sponsorship- Shown every 10 minutes!

Logo placed on 5-Day Forecast

Audio "Your weather presented by Your Name"

Perfect for business wanting image of caring for the health of your community!

Investment- \$200/Month



MUSIC

Music Sponsorship- Always Shown!

Logo always shown in corner of screen

Perfect for business wanting to connect with our viewers through the power of music!

Investment- \$250/Month



COMMUNITY CALENDAR

Community Calendar- Shown every 10 minutes!

Logo placed on Community Calendar

Audio "It's time for the "Your Name" Community Calendar"

Perfect for business wanting to create a community feel.

Investment- \$150/Month



SPORTS

Sports- GHS Football and Basketball!

Have your business' name mentioned at least 12 times during GHS Football and Basketball games

Perfect for business wanting to reach Greenville Sports followers!

Games repeated regularly throughout the season.

Investment- \$40/Game



UPCOMING SCHEDULE

Upcoming Schedule- Shown every 10 minutes!

Logo placed on Upcoming Schedule

Audio "Your schedule is presented by "your name"

Perfect for business wanting to connect with our local and loyal viewers.

Investment- \$150/Month



LOCAL PROGRAMMING

Local Programming- Shown Regularly

Have your business' name associated with rich local programming.

Perfect for business wanting to show community support!

Investment- \$30/Show



Sustainability:

Alongside sponsorships, GPAT needed other ways to keep financial sustainability. With the addition of a new studio, memberships and production rates were an added value that would make sure GPAT has enough funding and public interest to succeed. Memberships would guarantee priority for use of the studio, and allow them to produce and air their shows without any supervision. Production rates would allow community members who do not want to learn how to produce the opportunity for their ideas to come to life.

The initial certification proposal presented to the GPAT Advisory Board



WELCOME

CERTIFICATION PROCESS

Interested in creating your own TV show to be broadcasted live on Wave Channel 5?

While you can invest a small fee for our experts to create a show, you can be certified for a smaller fee. When certified, you can do the following:

- Have access to Wave Channel 5's studio
- Ability to check out Wave Channel 5 equipment
- Ability to use Wave Channel 5's editing suite
- Ability to program your own broadcast



OVERVIEW

CERTIFICATION PROCESS

In order to be certified, you must attend the following hour long classes, and create a fifteen minute show as a final.



1. Introduction to broadcasting
2. Camera Operations
3. Lighting Operations
4. Production Room
5. The Sever Room
6. Media Law Overview
7. Your Final



CLASS DATES

CERTIFICATION PROCESS

Option 1- Summer 2014
Saturdays 10-11AM
May 3rd – June 14th



Option 2- Summer 2014
Mon, Wed, Fri 7-8PM
May 5th- 19th



Option 3- Summer 2014
Tuesday, Thursday 7-8PM
May 6th- 27th



CLASS RATES

CERTIFICATION PROCESS

Name: _____

Email: _____

Phone Number: _____

Class Option: Circle your choice (1) (2) (3)

Price: \$50 for Certification

Please send check or cash to:

Wave Channel 5

100 Green Wave Way

Greenville, Ohio 45331





SHOW RATES

Interested in having your own TV show to be
broadcasted live on Wave Channel 5?



Live Show Rates:

Half Hour- \$30

Hour- \$50

Post Production:

\$20/ Hour



SIGN-UP

Name: _____

Email: _____

Phone Number: _____

Please describe what you want to do. Mention dates you are hoping to film/produce your idea.:

We will contact you to set up the time, and explain the details.



Learning Outcomes:

Almost a year after I first contacted Lori Hoover about this project, I realize that I might have bitten off more than I can chew...and I am glad I did. The last nine months have been long, stressful, but worth every late night and early morning. To give back to the community that fostered my love for media is a feeling I will cherish and hold dear to my heart.

I have learned far more than what I anticipated. Entering the project, I assumed I would use my knowledge of media, media sales, and promotion to sell and teach my plan to the community where I was raised. However, I ended up learning a plethora of technical knowledge, an inside look at the cable industry, the inner workings of a school district, and life lessons of values and integrity. Here are just a few of the things this project has taught me:

Technical Knowledge-

I soon discovered that I wasn't as savvy with broadcast technology as I thought. When we received the equipment from Dayton Access TV, I had a quite a few experiences of purchasing the wrong BNC adapter, or buying the wrong thickness of coax cable. After installing the TriCaster switcher system, I had to learn how to program the machine, set up the server, and master the Virtual-Sets function. Understanding the tally system and Clear Comm Communications system was also a multiple day event.

The Cable Industry-

Nothing was more devastating to my project than learning about the Comcast-Time Warner buyout. I have been working night and day to get Time Warner to spend a few minutes of their time with us. When I finally got their attention, they got distracted by the possibility of a buyout. When I started my project, no one could give me the details of GPAT. No one could even dig up the original franchise agreement. Weeks of detective work gave me the history of GPAT, the franchise history, and how cable companies are currently handling situations with public access TV stations. Working between the school district, Time Warner, and the City of Greenville, I learned how the three interact with the cable provider, and how the cable provider handles pressures between government regulation and shareholder's expectations.

The School District-

I have never had to fill out a request for a purchase order, communicate a request between ten people, or study the state education standards before this project. Working with the school district has given me an inside look into how schools are run from funding and grants, administrative roles, work order processes, state standards, and even safety building codes.

Life Lessons-

The largest life lesson learned from this project is communication. Very quickly I ran into a bureaucratic slow-down from the school system. Looking back,

better communication from my part would have kept the wheels rolling on this project. A great deal of patience was also learned on my part. It was foolish of me to think I would jump through so many hoops without tripping on a situation. The power of enthusiasm and positive attitude was also exemplified through this experience. Through working with the GPAT board, school administration, Time Warner, and the City of Greenville, this project has not only helped grow my networking skills, but defined a sense of maturity I will need entering the professional world.

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